

TAGARD READ ME

	U	1	2	Document ID	Issue Date	Pages	Title	Current OR
1		X		US 5541835 A	19960730	5	Monitoring and forecasting customer traffic	705/10
2		X		US 5710884 A	19980120	24	System for automatically updating personal profile server with updates to additional user information gathered from monitoring user's electronic consuming habits generated on computer during use	709/217
3		X		US 5724521 A	19980303	19	Method and apparatus for providing electronic advertisements to end users in a consumer best-fit pricing manner	705/26
4		X		US 5740549 A	19980414	24	Information and advertising distribution system and method	705/14
5		X		US 5848396 A	19981208	31	Method and apparatus for determining behavioral profile of a computer user	705/10
6		X		US 5933811 A	19990803	26	System and method for delivering customized advertisements within interactive communication systems	705/14
7		X		US 5937392 A	19990810	11	Banner advertising display system and method with frequency of advertisement control	705/14

	Current XRef	Retrieval Classif	Inventor	S	C	P	3	4	5	Image Doc. Displayed	PT
1			Dextraze; Marcel et al.	X						US 5541835	
2	705/26; 715/866		Dedrick; Rick	X						US 5710884	
3	705/10; 725/1; 725/114; 725/131; 725/14; 725/32		Dedrick; Rick	X						US 5724521	
4			Reilly; James P. et al.	X						US 5740549	
5	705/1; 725/14; 725/46		Gerace; Thomas A.	X						US 5848396	
6	705/27		Angles; Paul D. et al.	X						US 5933811	
7	705/26		Alberts; Charles D.	X						US 5937392	

	U	1	2	Document ID	Issue Date	Pages	Title	Current OR
8		X		US 5948061 A	19990907	12	Method of delivery, targeting, and measuring advertising over networks	709/219
9		X		US 5956693 A	19990921	24	Computer system for merchant communication to customers	705/14
10		X		US 6006197 A	19991221	9	System and method for assessing effectiveness of internet marketing campaign	705/10
11		X		US 6026369 A	20000215	7	Method for distributing advertising in a distributed web modification system	705/14
12		X		US 6119098 A	20000912	20	System and method for targeting and distributing advertisements over a distributed network	705/14
13		X	X	US 6134532 A	20001017	41	System and method for optimal adaptive matching of users to most relevant entity and information in real-time	705/14
14		X		US 6216129 B1	20010410	29	Advertisement selection system supporting discretionary target market characteristics	707/10
15		X		US 6236975 B1	20010522	30	System and method for profiling customers for targeted marketing	705/7

	Current XRef	Retrieval Classif	Inventor	S	C	P	3	4	5	Image Doc. Displayed	PT
8	705/14; 715/501.1; 715/513		Merriman; Dwight Allen et al.	X						US 5948061	
9	705/10		Geerlings; Huib	X						US 5956693	
10	705/26; 705/7; 709/202; 709/205; 709/217; 709/229		d'Eon; Christopher E. et al.	X						US 6006197	
11	705/1; 705/27		Capek; Peter George	X						US 6026369	
12	705/10; 705/26		Guyot; Patrice D. et al.	X						US 6119098	
13	705/1; 705/26		Lazarus; Michael A. et al.	X						US 6134532	
14	705/10; 705/36; 707/4		Eldering; Charles A.	X						US 6216129	
15	705/10; 705/14; 705/26; 705/27		Boe; Barbara J. et al.	X						US 6236975	

	U	1	2	Document ID	Issue Date	Pages	Title	Current OR
16		X	X	US 6240411 B1	20010529	22	Integrating campaign management and data mining	707/5
17		X		US 6285987 B1	20010904	26	Internet advertising system	705/27
18		X		US 6434745 B1	20020813	25	Customized web browsing and marketing software with local events statistics database	717/177
19		X		US 6591248 B1	20030708	18	Banner advertisement selecting method	705/14
20		X		US 6654725 B1	20031125	16	System and method for providing customized advertising on the World Wide Web	705/14
21		X	X	US 6836773 B2	20041228	36	Enterprise web mining system and method	707/6
22		X	X	US 20010014868 A1	20010816	42	SYSTEM FOR THE AUTOMATIC DETERMINATION OF CUSTOMIZED PRICES AND PROMOTIONS	705/14
23		X		US 20010056405 A1	20011227	51	Behavior tracking and user profiling system	705/52
24		X	X	US 20020062245 A1	20020523	23	System and method for generating real-time promotions on an electronic commerce world wide website to increase the likelihood of purchase	705/14

	Current XRef	Retrieval Classif	Inventor	S	C	P	3	4	5	Image Doc. Displayed	PT
16	707/6		Thearling; Kurt	X						US 6240411	
17	705/14; 705/26; 705/37; 705/400		Roth; David William et al.	X						US 6285987	
18	707/10; 715/738; 717/174		Conley, Jr.; Ralph F. et al.	X						US 6434745	
19			Nakamura; Atsuyoshi et al.	X						US 6591248	
20			Langheinrich; Marc et al.	X						US 6654725	
21	705/10		Tamayo; Pablo et al.	X						US 6836773	
22	705/10; 705/26		HERZ, FREDERICK et al.	X						US 20010014868	
23			Muyres, Matthew R. et al.	X						US 20010056405	
24	705/10		Niu, David et al.	X						US 20020062245	

	U	1	2	Document ID	Issue Date	Pages	Title	Current OR
25		X		US 20020099600 A1	20020725	15	METHOD AND APPARATUS FOR AUTOMATIC PLACEMENT OF ADVERTISING	705/14
26		X	X	US 20030018501 A1	20030123	12	Adaptive testing for conversion-related estimates relevant to a network accessible site	705/7
27		X	X	US 20030093792 A1	20030515	208	Method and apparatus for delivery of television programs and targeted de- coupled advertising	725/46
28		X		US 20030171977 A1	20030911	34	Clickstream analysis methods and systems	705/10
29		X		US 20030220866 A1	20031127	21	System and method for pay for performand advertising in general media	705/37

	Current XRef	Retrieval Classif	Inventor	S	C	P	3	4	5	Image Doc. Displayed	PT
25			MERRIMAN, DWIGHT A. et al.	X						US 20020099600	
26			Shan, Jerry Z.	X						US 20030018501	
27	725/38; 725/61		Labeeb, Ismail K. et al.	X						US 20030093792	
28	709/224		Singh, Man Jit et al.	X						US 20030171977	
29	705/14		Pisaris-Henderson, Craig Allen et al.	X						US 20030220866	

	Type	Ref #	Hits	Search Text	DBs
1	BRS	S1	1611	705/10.ccls.	US-PGPUB; USPAT

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1	2005/05/05 15:12

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Type	Ref #	Hits	Search Text	DBs
2	BRS	S4	69 (US-20010027408-\$ or US-20010056405-\$ or US-20020143933-\$ or US-20020178257-\$ or US-20030004781-\$ or US- 20030130979-\$ or US-20030135582-\$ or US-20030171977-\$).did. or (US-4839853-\$ or US-5278980-\$ or US-5418717-\$ or US-5544049-\$ or US-5576954-\$ or US- 5619709-\$ or US-5642502-\$ or US- 5659732-\$ or US-5712979-\$ or US- 5717860-\$ or US-5727129-\$ or US- 5754939-\$ or US-5784608-\$ or US- 5794235-\$ or US-5796952-\$ or US- 5802292-\$ or US-5835905-\$ or US- 5848396-\$ or US-5870559-\$ or US- 5893091-\$ or US-5918014-\$ or US- 5933822-\$ or US-5948061-\$ or US- 5963940-\$ or US-5978799-\$ or US- 5983216-\$).did. or (US-5987446-\$ or US-5991735-\$ or US-6009410-\$ or US- 6014638-\$ or US-6018619-\$ or US- 6018738-\$ or US-6026388-\$ or US- 6029165-\$ or US-6035334-\$ or US- 6038561-\$ or US-6044376-\$ or US- 6052730-\$ or US-6055569-\$ or US- 6067565-\$ or US-6076051-\$ or US- 6078928-\$ or US-6081774-\$ or US- 6085190-\$ or US-6098065-\$ or US- 6115680-\$ or US-6134532-\$ or US- 6163782-\$ or US-6167398-\$ or US- 6278966-\$ or US-6330592-\$ or US- 6338066-\$ or US-6347317-\$).did. or (US-6359633-\$ or US-6581037-\$ or US- 6622168-\$ or US-6678681-\$ or US- 6697824-\$ or US-6725259-\$ or US-	US-PGPUB; USPAT

				6757691-\$ or US-6801945-\$).did.	

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2	2005/05/04 12:32

Type	Ref #	Hits	Search Text	DBs
			(US-20010027408-\$ or US-20010037321-\$ or US-20030208468-\$ or US-20040102980-\$ or US-20050021485-\$).did. or (US-5201010-\$ or US-5299115-\$ or US-5459656-\$ or US-5642485-\$ or US-5704017-\$ or US-6119103-\$ or US-6321206-\$ or US-6430539-\$ or US-6640215-\$ or US-6839682-\$).did.	US-PGPUB; USPAT
3 BRS	S5	15		US-PGPUB; USPAT
4 BRS	S6	20	(S1 S2 S3 S4 S5) and (conversion near rate)	US-PGPUB; USPAT
5 BRS	S7	53	(S1 S2 S3 S4 S5) and (bayes bayesian)	US-PGPUB; USPAT
6 BRS	S8	1	S6 and S7	US-PGPUB; USPAT
7 BRS	S10	63	(S1 S2 S3 S4 S5) and (sample near size)	US-PGPUB; USPAT
8 BRS	S11	3	(inverse negative) near (binomial) near (estimation estimate metric approach analysis)	US-PGPUB; USPAT
9 BRS	S9	11	(S1 S2 S3 S4 S5) and (point near estimates)	US-PGPUB; USPAT

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3	2005/05/04 12:32
4	2005/05/04 12:32
5	2005/05/04 12:34
6	2005/05/04 12:33
7	2005/05/04 12:34
8	2005/05/04 12:35
9	2005/05/04 12:35

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	Type	Ref #	Hits	Search Text	DBs
10	BRS	SS2	55	(US-20010011264-\$ or US-20020046085-\$ or US-20020072952-\$ or US-20020128959-\$ or US-20040019518-\$).did. or (US-4361851-\$ or US-4546382-\$ or US-4566030-\$ or US-4624578-\$ or US-4700296-\$ or US-5388211-\$ or US-5497479-\$ or US-5613089-\$ or US-5649187-\$ or US-5710884-\$ or US-5732212-\$ or US-5734890-\$ or US-5740549-\$ or US-5796952-\$ or US-5848396-\$ or US-5855008-\$ or US-5892900-\$ or US-5918004-\$ or US-5930357-\$ or US-5948061-\$ or US-5949415-\$ or US-5974398-\$ or US-5991735-\$ or US-6012051-\$ or US-6018619-\$ or US-6023507-\$).did. or (US-6065055-\$ or US-6119098-\$ or US-6123737-\$ or US-6134531-\$ or US-6163817-\$ or US-6236975-\$ or US-6253202-\$ or US-6263457-\$ or US-6285985-\$ or US-6317783-\$ or US-6334118-\$ or US-6351745-\$ or US-6366298-\$ or US-6381632-\$ or US-6389538-\$ or US-6434745-\$ or US-6446119-\$ or US-6460079-\$ or US-6519571-\$ or US-6529878-\$ or US-6701362-\$ or US-6721795-\$ or US-6832250-\$ or US-6847992-\$).did.	US-PGPUB; USPAT

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10	2005/05/04 12:37

	Type	Ref #	Hits	Search Text	DBs
				(US-20010056405-\$ or US-20020062245-\$ or US-20020161651-\$ or US-20020178085-\$ or US-20030018584-\$ or US-20030039379-\$ or US-20030088832-\$ or US-20030171977-\$ or US-20030187677-\$ or US-20040199428-\$).did. or (US-4973952-\$ or US-5227874-\$ or US-5264822-\$ or US-5287266-\$ or US-5305197-\$ or US-5331544-\$ or US-5541835-\$ or US-5630068-\$ or US-5646616-\$ or US-5712830-\$ or US-5729697-\$ or US-5821513-\$ or US-5918211-\$ or US-5963948-\$ or US-5966696-\$ or US-6011487-\$ or US-6032127-\$ or US-6112988-\$ or US-6129276-\$ or US-6173891-\$ or US-6317718-\$ or US-6381583-\$ or US-6405159-\$ or US-6484939-\$ or US-6536658-\$ or US-6659344-\$).did. or (US-6820062-\$ or US-6826554-\$ or US-6836773-\$).did.	US-PGPUB; USPAT
11	BRS	S3	39		
12	BRS	S12	9277	accrue	US-PGPUB; USPAT
13	BRS	S13	0	"accrue.com"	US-PGPUB; USPAT
14	BRS	S14	0	accrue.as.	US-PGPUB; USPAT
15	BRS	S16	101	broadvision	US-PGPUB; USPAT

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11	2005/05/04 12:42
12	2005/05/04 13:35
13	2005/05/04 13:35
14	2005/05/04 13:35
15	2005/05/04 13:36

	Type	Ref #	Hits	Search Text	DBs
16	BRS	S18	488	(promotion campaign advertisement) near management	US-PGPUB; USPAT
17	BRS	S19	412	S18 and internet	US-PGPUB; USPAT
18	BRS	S20	255	S19 and "705"/.ccls.	US-PGPUB; USPAT
19	BRS	S21	8	S20 and (conversion adj rate)	US-PGPUB; USPAT
20	BRS	S15	1	netconversions	US-PGPUB; USPAT
21	BRS	S17	48	S16 and "705"/.ccls.	US-PGPUB; USPAT
22	BRS	S22	0	("2003/0018501").URPN.	USPAT
23	BRS	S23	0	"netgen.com"	USPAT
24	BRS	S24	0	campaign adj conversions	USPAT
25	BRS	S25	109	user adj conversions	USPAT
26	BRS	S26	27	S25 and internet	USPAT
27	BRS	S27	1	((campaign promotion) and (manage management)).ti.	USPAT
28	BRS	S28	96	ad adj management	US-PGPUB; USPAT
29	BRS	S29	670	ad adj server	US-PGPUB; USPAT
30	BRS	S30	659	S29 and internet	US-PGPUB; USPAT

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16	2005/05/04 13:36
17	2005/05/04 13:36
18	2005/05/04 13:37
19	2005/05/04 13:37
20	2005/05/04 13:39
21	2005/05/04 13:39
22	2005/05/04 13:42
23	2005/05/04 13:42
24	2005/05/04 13:42
25	2005/05/04 13:43
26	2005/05/04 13:44
27	2005/05/04 13:44
28	2005/05/04 17:16
29	2005/05/04 17:16
30	2005/05/04 17:16

	Type	Ref #	Hits	Search Text	DBs
31	BRS	S31	206	S30 and "705"/.ccls.	US-PGPUB; USPAT
32	BRS	S32	139	S31 and target	US-PGPUB; USPAT
33	BRS	S33	168	doubleclick	US-PGPUB; USPAT
34	BRS	S34	12	S32 and S33	US-PGPUB; USPAT
35	BRS	S35	0	admonitor	US-PGPUB; USPAT
36	BRS	S36	45	adserver	US-PGPUB; USPAT
37	BRS	S37	25	netgravity	US-PGPUB; USPAT
38	BRS	S38	6	S28 and (inventory near management)	US-PGPUB; USPAT
39	BRS	S39	4	S28 and (campaign near management)	US-PGPUB; USPAT
40	BRS	S40	1	accipter	US-PGPUB; USPAT
41	BRS	S41	3	("20030128818" "20030018677" "20030126250").pn.	US-PGPUB; USPAT
42	BRS	S42	3	("20030018677" "20030126250" "20030128818").pn.	US-PGPUB; USPAT
43	BRS	S43	44	ad near rotation	US-PGPUB; USPAT
44	BRS	S44	5	("6084581" "6198906" "6204840" "6437802" "6441832").pn.	US-PGPUB; USPAT
45	BRS	S45	3	("5,231,499" "5,030,146" "6124380").pn.	US-PGPUB; USPAT

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31	2005/05/04 17:17
32	2005/05/04 17:18
33	2005/05/04 17:20
34	2005/05/04 17:27
35	2005/05/04 17:29
36	2005/05/04 17:31
37	2005/05/04 17:35
38	2005/05/04 17:36
39	2005/05/04 17:51
40	2005/05/04 17:52
41	2005/05/05 08:25
42	2005/05/05 08:30
43	2005/05/05 08:34
44	2005/05/05 08:35
45	2005/05/05 08:36

	Type	Ref #	Hits	Search Text	DBs
46	BRS	S46	4	("6452612" "6134380" "5930446" "5231499").pn.	US-PGPUB; USPAT

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46	2005/05/05 08:36

Type	Ref #	Hits	Search Text	DBs
47	BRS	S47 983	("3803578" "3848193" "3987398" "4170782" "4186413" "4224644" "4287592" "4288809" "4305101" "4307446" "4338644" "4347498" "4381522" "4405946" "4429385" "4476488" "4488179" "4536791" "4575579" "4641205" "4659314" "4677466" "4691351" "4691354" "4700295" "4701794" "4703423" "4706121" "4718106" "4723212" "4751578" "4751669" "4768110" "4775935" "4789928" "4815030" "4821102" "4823122" "4829569" "4833308" "4866700" "4868866" "4870579" "4870597" "4873662" "4890321" "4908707" "4908713" "4930011" "4965743" "4970681" "4974149" "4975904" "4975905" "4977455" "4987486" "4991011" "4994908" "4996642" "5001554" "5008853" "5041972" "5053889" "5058108" "5075771" "5077607" "5099319" "5099422" "5105184" "5128752" "5133075" "5148481" "5151789" "5155591" "5163000" "5182640" "5187787" "5200823" "5220420" "5220657" "5227874" "5230048" "5231493" "5250941" "5260778" "5261042" "5283639" "5283731" "5285272" "5285278" "5301028" "5305195" "5319707" "5331544" "5337155" "5339239" "5343300" "5345594" "5347632" "5353218" "5355480" "5357276"	US-PGPUB; USPAT; USOCR

				"5404505" "5406626" "5410344"	
				"5428785" "5440262" "5446891"	
				"5446919" "5448625" "5459306"	
				"5471629" "5483588" "5498003"	
				"5504675" "5506902" "5511160"	
				"5513126" "5515098" "5515270"	
				"5528490" "5535321" "5537586"	
				"5557721" "5577266").PN. OR	
				("5579537" "5583563" "5583763"	
				"5584025" "5590038" "5600366"	
				"5600781" "5604542" "5614927"	
				"5615341" "5617565" "5619709"	
				"5621812" "5627973" "5629980"	
				"5636346" "5638446" "5684963"	
				"5687322" "5692107" "5692132"	
				"5710884" "5710887" "5712979"	
				"5717860" "5717923" "5721827"	
				"5724424" "5724521" "5727156"	
				"5737413" "5737619" "5740549"	
				"5742768" "5745882" "5751956"	
				"5754939" "5757917" "5761601"	
				"5761662" "5774170" "5778367"	
				"5781894" "5790785" "5794210"	
				"5796952" "5799284" "5809145"	
				"5809242" "5812769" "5838910"	
				"5838916" "5845299" "5848396"	
				"5848397" "5848427" "5854897"	
				"5855008" "5864620" "5864823"	
				"5870552" "5893111" "5915243"	
				"5933811" "5937392" "5948061"	
				"5950189" "5953718" "5956691"	
				"5970464" "5974398" "5974412"	
				"5974451" "5974572" "5978799"	
				"5983220" "5991735" "6009409"	
				"6009410" "6012051" "6026368"	
				"6026369" "6038591" "6052693"	

				<p>"6115471" "6119186" "6121969" "6128624" "6144962" "6151584" "6151601" "6202062" "6324533" "6356905" "6449739" "6466970" "6470383").PN. OR ("2001/0014868" "2001/0056405" "2002/0062245" "2002/0099600" "2003/0018501" "2003/0171977" "5541835" "5710884" "5740549" "5848396" "5948061" "6026369" "6119098" "6134532" "6216129" "6236975" "6240411" "6285987" "6434745" "6654725" "6836773").URPN.</p>	
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47	2005/05/05 08:38

	Type	Ref #	Hits	Search Text	DBs
48	BRS	S48	0	("2003/0220866").URPN.	USPAT
49	BRS	S49	362	S47 and "705"/.ccis.	USPAT
50	BRS	S50	185	S49 and @py<"2002"	USPAT
51	BRS	S51	34	("5937392").URPN.	USPAT
52	BRS	S52	8	("5053955" "5319455" "5321604" "5347632" "5392066" "5412416" "5446919" "5717923").PN.	US-PGPUB; USPAT; USOCR
53	BRS	S53	5	acknowledge	US-PGPUB; USPAT; USOCR
54	BRS	S54	2	("5948061").PN. OR ("6591248").URPN.	US-PGPUB; USPAT; USOCR
55	BRS	S55	2	("5,708,782" "5,956,693").pn.	US-PGPUB; USPAT; USOCR
56	BRS	S56	781	("5,794,207" "5,796,952" "5,948,061" "5,937,392" "5,991,740" "6,006,197" "6,026,369" "6,073,241")	US-PGPUB; USPAT; USOCR
57	BRS	S57	8	("5,794,207" "5,796,952" "5,948,061" "5,937,392" "5,991,740" "6,006,197" "6,026,369" "6,073,241").pn.	US-PGPUB; USPAT; USOCR
58	BRS	S58	0	adsmart	US-PGPUB; USPAT
59	BRS	S59	19	flycast	US-PGPUB; USPAT
60	BRS	S60	0	("2002/0194215").URPN.	USPAT

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48	2005/05/05 08:51
49	2005/05/05 08:51
50	2005/05/05 08:51
51	2005/05/05 08:57
52	2005/05/05 09:19
53	2005/05/05 09:19
54	2005/05/05 09:22
55	2005/05/05 09:24
56	2005/05/05 09:24
57	2005/05/05 09:24
58	2005/05/05 09:35
59	2005/05/05 09:35
60	2005/05/05 09:36

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61	2005/05/05 09:36
62	2005/05/05 12:12
63	2005/05/05 12:12
64	2005/05/05 12:12
65	2005/05/05 15:12
66	2005/05/05 15:13
67	2005/05/05 15:13